

Tourism Board Meeting
March 16, 2006
City Hall Conference Room

Board Members Present: Sarah Latham, Laurie Moran, Dale Castiglione, Anil Patel, Wayne Oakes, Lawrence McFall and Jimmy Farlow

Board Members Absent: Tim Mantooth and Phil Mays

Others in attendance: Bill Sgrinia, Nicole Matherly and Julie Allen

Lawrence McFall called the meeting to order.

Laurie Moran moved to approve the minutes of the January and February meetings, Wayne Oakes seconded. Motion passed.

Committee Reports:

Communications Committee: The Harvest Jubilee Concert Series season tickets are on sale 3/15, Jo Dee Messina on 3/22 and all other concerts on 4/3. Libby O’Neal (hotel partner) and Julie Allen met with 20 tour operators during Travel South; it generally takes two-three years to be added to itineraries of tour companies. City TV-20 is continuing to add tourism and lifestyle items to its information base.

History Committee: HGTV’s “If Walls Could Talk” will be filming at Susan Stilwell’s West Main Street home on Monday, March 6. The Virginia Department of Historic Resources has done a “windshield” look at Schoolfield for possible designation as National Historic District. The area has been previously declared eligible. The preservation organization has expressed interest in writing a letter to the new owners of the Schoolfield complex to suggest ways in which they might partner to reuse the old buildings.

Hospitality Committee: The following counties and cities have approved resolutions to create a Southern Virginia tourism marketing designation: Henry, Martinsville, Pittsylvania, Danville, Halifax, Mecklenburg, Brunswick, Charlotte and Lunenburg. The DRHTA quarterly meeting on March 23 will host speakers Steve Galyean and Sandra Tanner from Virginia Tourism Corporation Tourism Product Development.

New Business –

- The focus of this meeting was to evaluate our goals.

Our Mission: To bring more visitors who stay longer and spend more money in the City of Danville

Our Priorities:

1. Develop an integrated marketing plan that focuses on Danville's numerous assets and on identified, targeted markets
 - Promote and expand length of stay of bus tours and provide the necessary resources to accommodate more bus tours
 - Develop a plan for more effective marketing of Danville in and outside of Virginia to concentrate on the eastern United States
 - Define our niche markets – What resources are needed? What resources do we have?
 - Broaden our marketing network beyond our existing staff and board to include community leaders, citizens, and tourism organizations that we partner with – Educate the community on what is in the community and how to sell it!
2. Track the economic impact of our current tourism efforts and project the impact of proposed efforts to determine their economic feasibility
3. Identify and collaborate with other tourism-related organizations and/or surrounding localities to expand the number of visitors to our area and their length of stay
 - Identify partners to expand our marketing dollars and resources
 - Partner with entities, such as The Institute, to encourage conference/meeting attendees to bring spouses and/or stay longer in Danville
4. Promote and encourage the growth of tourism-related businesses and products
5. Develop an enthusiastic and dynamic Tourism Board with active committees
 - Upcoming events: Mar 17 - Saint Petersburg Classic Ballet; Mar 18-19 - NC Region SCCA at VIR; Mar 18 - DDA Shamrock 5k; Mar 20 - Bob Bigelow, sports speaker; Mar 23 - Laura Mann, Soprano; Mar 25-26 - US Eastern MX Spring Series at Birch Creek; Mar 25 - "As Time Goes By" (fund raiser for Wednesday Club); Mar 26 - Hall of Fame Induction of James I Robertson, PhD at Danville Museum of Fine Arts & History; Apr 2 - Averett Singers and Handbell Choir Spring Concert; Apr 3-4 - DCC Celebration of the Arts events; Apr 6-9 - "Seussical the Musical"; Apr 6-7 - DCC Annual Writer's Workshop; Apr 7 - Racin' & Tastin'; Apr 8-9 - History on the Lawn; Apr 8-9 - MBA Rugby World Championships; Apr 11 - Elliott Frank, Classical Guitarist

Meeting adjourned.

The next Tourism Board meeting will be held on April 13, 2006, at 3:30 p.m. in the City Hall Conference Room.